



NLLEAGRAM

National Liquor Law Enforcement Association

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Message from the President

Members and Friends of the NLLEA:

On September 11, terrorist attacks on our nation took thousands of innocent lives, destroyed our landmarks, grounded our air transportation and wreaked havoc upon our economy. In these most difficult times, we as an association faced difficult decisions. Cancellation or postponement of the NLLEA Annual Conference (September 16-19, 2001), which had been 12 months in the making, would likely bankrupt the association and would very well set the progress we had made back several years.

In consultation with the NLLEA Executive Board, the conference coordinators, and others, President Bill Patterson made that difficult decision - we would continue with the conference. We realized that for many, circumstances well beyond their control would prevent their attendance. For others, they would encounter personal hardship in order to be present. This was evidenced by the determined resolve of members such as Tommy Marvell (Oklahoma), Dave Sauter and Jim Anderson of Colorado, who undertook a near cross-country drive to attend. For others, the delays and flight cancellations were but a minor inconvenience compared to the devastation experienced by those in New York, Washington D.C. and Pennsylvania.

While attendance was sparse, much was accomplished. Going in, we had no firm commitment for hosting the 2002 Annual Conference, nor the 2002 National Training Academy. As of this writing, we have both. Through generous and gracious offers by Gary Sullivan and Scott Pohlman of Ohio, plans are being made to hold the conference in the Cleveland area in late August, 2002. Likewise, Greg Hamilton (Texas) has offered to host the academy in May, 2002 in El Paso, Texas. I wish to extend my personal thanks and those on behalf of the NLLEA to Gary, Scott and Greg, for their commitment to the association.

We also formed a committee to develop a strategic plan for the NLLEA. Members include the current Executive Board, as well as Bill Roche (Alaska), Holly Pomelow (Maine), Stacy Drakeford (South Carolina), and Linda Ignowski (Oregon). Once completed, the strategic plan will give direction and vision to the association in the years ahead.

The Constitution and By-Laws were revised, thus clarifying membership and voting status. Past-president and Charter Member, John Martin (Maine - retired), is pursuing an idea for retired NLLEA members to participate as an "advisory committee" to the board, thus ensuring their continued involvement in the

association and at future NLLEA conferences and academies.

Jim Fell (Pacific Institute of Research and Evaluation - PIRE) conducted an impressive power point presentation on the NLLEA, which will be available for use by NLLEA members at future conferences, seminars and conventions. Rebecca Ramirez (PIRE) showed conference attendees the revised NLLEA web site (www.nllea.org) now maintained by PIRE on behalf of the association. Both of these presentations were professionally done and speak volumes about the quality of the work PIRE has undertaken for the NLLEA.

In the closest-of-close elections, Lynn Cayford (Maine) was elected as Sergeant-at-Arms after an initial tie vote with Aidan Moore, with Ken Peterson (Colorado) also competing. I welcome Lynn for all NLLEA members and look forward to working with him, and thank Aidan and Ken for their willingness to be an integral part of NLLEA. Unfortunately, it is with great regret that shortly after the conference I received and accepted Tommy Marvell's resignation as NLLEA Secretary/Treasurer. Due to the tragedy of September 11th, Tommy was called up for military duty. His letter of resignation is as follows:

"Please accept this message as a formal letter of resignation from the NLLEA Board of Directors. Allow me to explain my decision. Officially, as of 22 October 01, I am again on Active Duty with the U.S. Air Force. The mobilization orders are for a period up to one year, with a one year extension, if so ordered by the President. There is not any possible way that anyone can predict the length of this activation.

With that said, it is incumbent on you as NLLEA president to analyze the reasonableness of not filling such an important position on the board. The responsibility you have to lead and guide the association on that next level of development started by past presidents is enormous, as well as challenging. You need every position staffed,

as well as relying on the group of advisors you have assembled. Personally, I have always known there was a possibility that as a Reservist, there would come a time of national emergency or crises when again I would wear a uniform daily. That is simply one of the issues I have always considered."

I responded to Tommy that on behalf of the NLLEA, we each wish him the very best and hope that his assignment will conclude peacefully and with no additional burdens upon him or his family. As always, our thoughts and prayers are with Tommy, and we look forward to his continued participation in the NLLEA. As a result of Tommy's resignation, I have moved Lynn Cayford to Secretary/Treasurer and appointed Aidan Moore to serve as Sergeant At Arms.

The year ahead promises to be an exciting one, with an aggressive agenda already planned. Rob Shaw (Ontario), Jim Fell and I gave a presentation at the International Association of Chiefs of Police convention in Toronto this October. The program was entitled, "Reducing Crime through Enforcement of Liquor Laws." Bill Patterson, Greg Hamilton and I attended a "town hall" meeting of the National Commission Against Drunk Driving in Washington, D.C. this November. In addition, Jim Fell represented NLLEA at the National Association of Governor's Highway Safety Representatives (NAGHSR) in Long Beach, California, this October. Future meetings and presentations are planned with the National Alcohol Beverage Control Association (NABCA) and the National Organization of Black Law Enforcement Executives (NOBLE).

I again wish to extend my sincerest gratitude to Lynn Cayford, Holly Pomelow and the rest of the Maine Bureau of Liquor Enforcement for their truly remarkable efforts in bringing this conference together, under the most trying of circumstances. Thank you, each and every one.

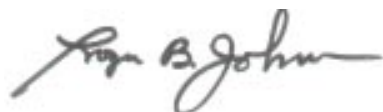
The opportunities we have ahead will require a united effort if we are to continue to grow and

prosper. While the tragedies of the "assault on America" have separated many of the victims and their families forever, ours has been but a temporary separation. And like so many have experienced, adversity truly does build strength. For the NLLEA, our greatest strength is our members. I hope and trust that we in the NLLEA will continue to bond and grow, both as individuals as well as an association. "President of the NLLEA" is the second-most prestigious title I will ever hold (the first being when my sons call me "Dad"). I am privileged to serve as your president, and I ask for your input, support, patience and assistance as we all continue to face personal and professional challenges.

Through the leadership and guidance of Bill Patterson, the NLLEA has grown in status and stature, to one of international recognition. Bill has unselfishly championed the NLLEA; his decisions have always been in the best interest of the association. I commend Bill for not only raising the bar, but for catapulting the NLLEA up and over it. Through the partnership developed with PIRE by Bill, Greg Hamilton and others, the NLLEA has not only stepped up to the plate, but has hit a series of home runs that are the envy of Barry Bonds. Again, special thanks to Bob Reynolds, Jim Fell, Rebecca Ramirez and other members of PIRE for their complete and total support. I hope to continue the work of the NLLEA and live up to the high standards each of you has set.

Thank you for all of your support in the past; I am looking forward to working with each of you in the time ahead.

Sincerely,



Roger B. Johnson

2002 President - NLLEA

Year in Review

The Pentagon - Arlington, VA

SEPTEMBER 11, 2001

By Shawn Walker

On Tuesday, September 11, 2001, Virginia Department of Alcoholic Beverage Control (VABC) Special Agents assigned to the Alexandria Regional Office were preparing for a regional Roll Call meeting when Special Agent Wolfgang Gholson's wife, an Alexandria Police Officer, called the office and advised that a plane had crashed into the Pentagon. Hearing this news and due to the close proximity of the office to the Pentagon, 14 agents immediately left the office and made their way to the crash site. The responding agents were some of the first law enforcement personnel to arrive on the scene. Assistant Special Agents in Charge Phil Disharoon and Jon Holland accompanied by Special Agents Sy Cheatham, Chris Dillard, Ron Funkhouser, Wolf Gholson, Steve Hardeman, Katie Hudak, Darren Hunt, Scott Kehoe, Stan Meador, Scott Reinhardt, Barbara Storm, and David Vinson assisted in a multitude of ways. They aided injured victims by administering first aid and transporting them to hospitals, assisted in the evacuation of the Pentagon daycare center, provided crowd and traffic control, assisted in evidence collection and in the establishment of a temporary morgue.



As the crime scene settled into the unpleasant task of recovery, many of these agents returned to the Pentagon working days, nights and through the weekend. Many of these agents returned to the inside of the Pentagon to assist the FBI in searching for victims, remains, and personal effects, sorting through debris to locate classified documents and computer parts, and providing security around the perimeter of the Pentagon. Other members of the Alexandria Office and many of the agents from the Richmond office also responded to the Pentagon to relieve and assist the agents already on scene. Agents from the Alexandria Regional Office that assisted include: Special Agent in Charge Tommy Broyles, Assistant Special Agent in Charge Burnie Gaskill and Special Agents Baker Goodman, Bob McLaughlin, Pat MacMac, Wayne Wright, David Deaton and Edward Stapleton. Agents from the Richmond Regional Offices include: Special Agents Phil Bowles, Brian McCarthy, Brad Bellows, Valerie Hayden, Lisa Wright, Carter Wells, Brain Seberle, Gary Frank, Matt Halphen, and Tom Kirby.



In November of 2001, all law enforcement, fire, and EMS agencies that responded to the scene were honored by Governor James Gilmore at a reception held in Richmond. Governor Gilmore issued sixteen Awards of Valor to the initial individual responders. The fourteen VABC personnel that responded that fateful morning

and two Virginia State Troopers were the recipients of the Governors Awards. "We cannot adequately express the pride that we all feel for the immediate and unselfish way that these agents reacted to this horrific disaster. It was without hesitation that these agents put themselves in harm's way and performed in the most professional manner", stated S. Chris Curtis, Director of the VABC Bureau of Law Enforcement.

2001 NLLEA Conference Highlights

September 16-19, 2001, Sebasco Harbor Resort, ME

Although the tragic events of September 11, 2001 prevented many people from attending this year's conference, those who were able to attend participated in many excellent presentations on a variety of topics pertaining to liquor law enforcement. Although this list is by no means complete, here are a few of the presentation highlights from the conference:

n Gary Holland, from the Pennsylvania State Police Bureau of Liquor Control Enforcement presented information on "Gambling Devices: Intelligence and Enforcement Techniques". He gave examples of many of the new gambling devices that use videos with CD enhanced graphics, complicated security codes and passwords and incorporate regional appeal for marketing purposes. Mr. Holland also discussed the new legalization scheme devices, such as six card bingo disguised as a pinball machine, and scratch and win lottery games disguised as phone cards. He emphasized that it is important to determine the true purpose of the game: is it gambling or obtaining the product? Clues include sweepstakes games never ending, products discarded on the floor, and unusable products.

n Bobby Jackson, representing the Louisiana Alcohol and Tobacco Control (ATC), gave a presentation entitled "The Good, The Bad, and The Responsible Vendor". During his presentation, he highlighted the fact that the

alcohol industry typically earns 100 billion a year; 50 billion through beer alone, yet only 10 billion is collected in state and federal alcohol taxes. He then gave an overview of the underlying costs of alcohol and explained Louisiana's recent successes with the implementation of the vigorous use of compliance checks. Compliance checks involve using an obviously underage person in attempts to purchase alcohol at various outlets. In 1996, they conducted 400 compliance checks with a 58% noncompliance rate. In 1998, they conducted 13,000 compliance checks and decreased the noncompliance rate to 28%. In addition, a Responsible Vendor program has been institutionalized in Louisiana, and over 143,000 servers and employees have been certified since the inception of the program. The Louisiana ATC believes that the combination of increased compliance checks and increased training on responsible serving and selling practices have decreased youth access to alcohol in Louisiana.

n Shawn Walker, from the Virginia Department of the ABC, gave two presentations at the conference. His first presentation covered four main areas of false IDs- methods of obtaining false IDs; types of false and fraudulent IDs; observation skills to uncover these IDs; and a discussion period for other members to share experiences in their states. His second presentation covered Virginia's Environmental Management Approach to alcohol-related problems in communities. He emphasized that the focus of environmentally based prevention and enforcement efforts is to limit access to alcohol, attempt to alter the culture within the entire population and bring about dramatic changes within communities. This approach involves changing social norms with hard data and positive information, social marketing, law enforcement, gaining support of judges, focusing policies at the community level, developing coalitions of alcohol control, local law enforcement, campus police and substance abuse offices. Enforcement strategies used include compliance checks, cops in shops, and

shoulder tap programs. The VA program involves municipal law enforcement training, parental responsibility programs, and educating licensed establishments encouraging them to use responsible alcohol service techniques.

n Karen Shepard, from the Commission on Accreditation for Law Enforcement Agencies (CALEA), went through the steps that NLLEA would have to take if they wanted to become an accredited law enforcement agency. Some of the benefits include increased public trust, professional verification, decreased liability, increased accountability, support from the government and national recognition of excellence. For more information about receiving accreditation through CALEA, please visit their website at www.calea.org.

n Noel March, from the Maine Community Policing Institute, gave a presentation on the role of liquor enforcement in community policing. He stated that voluntary compliance is the goal, and in order to achieve this goal we must create partnerships that excel in problem solving. We must also remember that it is the quality of citations that count, not the quantity. Community policing involves an organizational change with the customers/citizens communicating their needs to the mid-level managers who in turn inform the chief, rather than the other way around. Alcohol law enforcement can be an integral part of many community policing programs.

n Bill Lowenstein and Becca Matusovich, from the Maine Office of Substance Abuse, described their substance abuse funding and specifically the OJJDP funded projects in their state. The goals of this project are to reduce underage drinking by decreasing access to alcohol by minors, increasing the effectiveness of enforcement of the underage drinking laws, and changing community norms that tend to encourage and enable underage drinking. Their strategies focus on four areas of enforcement: sales to minors, furnishing, underage drinking

parties, and community support for enforcement.

The Maine staff, led by Lynn Cayford, Holly Pomelow, and Jim Lyman, did an excellent job of planning and executing the conference, especially given the difficult circumstances. The Sebasco Harbor Resort, where the conference was held, was outstanding, and the weather cooperated to make the conference even more memorable. As part of the conference, a 50/50 raffle was held the night of the banquet. The proceeds from this raffle, along with donations from the officers with the Maine Bureau of Liquor Enforcement, were sent to the World Trade Center Police Disaster Relief Fund on behalf of the NLLEA.



Maine Bureau of Liquor Enforcement Staff

Policy Highlights

Alaska Tries a New Approach

By Bill Roche

A loss prevention manager in one of Alaska's privately owned liquor stores came up with a way to change the attitude of the sellers of alcoholic beverages regarding underage persons. His idea was to create a law that would reward people for refusing sales to underage persons. Working with members of the Anchorage Assembly (city council) he

proposed an ordinance that would allow a license holder to sue an underage person for up to \$1000.00 if the underage person illegally entered the license holder's premises. The ordinance passed. Shortly after, a member of the Anchorage Assembly was elected to the state legislature. During this past legislative session he introduced a bill to create a state statute similar to the Anchorage ordinance. The governor signed the bill in July, 2001 and effective October 1, 2001 licensees statewide can now sue underage persons for up to \$1000.00 for illegally entering licensed premises.

The bill states that "A licensee may bring a civil action against a person who violates this section (AS 04.16.049 relating to access of persons under the age of 21 to licensed premises) if the violation occurs on the premises of that licensee. If judgment is entered in favor of the licensee, the court shall award civil damages in the amount of \$1,000 and award reasonable costs and reasonable attorney fees allowed under the Alaska Rules of Civil Procedure." In addition, licensed premises must post a sign that reads "WARNING: A person under 21 years of age who enters these premises in violation of law could, under AS 04.16.049 (e), be civilly liable for damages of \$1,000." The license or permit holders are now required to conspicuously display this sign at each door through which customers enter the licensed premises.

Although this innovation isn't going to totally stop access to alcoholic beverages by underage persons, it may help decrease attempted purchases by underage youth. The most significant value of this new policy is to illustrate the benefits of "thinking outside the box" rather than continually relying on the traditional methods of enforcement.

New Tennessee Laws

By Mark Hutchens

Tennessee has been very busy this year with rulemaking, legislation, and budget hearings. In particular, this year proved to be helpful to the Tennessee Alcoholic Beverage Commission (TABC) in the area of continuing enforcement of laws involving alcohol sales to minors.

Additions to current laws included giving the TABC more jurisdictions in dealing with beer involving minors in licensed premises. Although we had similar rules and laws regarding alcoholic beverages, this new law gave the agency jurisdiction and clarification concerning beer "less than 5 % alcohol " to minors on license premises. Another item that was approved and much needed was increasing fine limits on all establishments licensed by the Tennessee Alcoholic Beverage Commission.

New Newsletter Format

As many of you may have noticed, the NLLEAGRAM has a new look! As part of the contract PIRE has with NHTSA, they have increased publication to a quarterly basis and assumed some of the newsletter production responsibilities. Beginning with the Winter 2002 NLLEAGRAM, Aidan Moore, as the newly appointed Sergeant at Arms, will take over the editorial responsibilities of the NLLEAGRAM. He will be looking to NLLEA members to submit their state news, highlights, comments and opinions every three months now instead of once a year. If you have something you would like to see in the next newsletter, please email Aidan at amoore@nllea.org.

NHTSA Corner

By Jim Wright

The Secretary of Transportation recently released traffic fatality data for 2000. While the number of highway fatalities is virtually unchanged (41,821 in 2000 compared to 41,717 in 1999), alcohol-related fatalities are on the rise for the first time in five years. There were 16,653 alcohol-related fatalities in 2000 - an increase of 677 from 1999. Forty percent of crash fatalities were alcohol-related, up by two percentage points. Clearly, we are moving away from reaching the goal of no more than 11,000 fatalities by 2005.

We understand there are factors beyond our control. The economy impacts the level of travel and resulting fatalities. The rising youth and young adult population puts more of our highest risk drivers on the road. That is why NHTSA must continue to build strong partnerships - to work together to reach this goal.

NHTSA will continue its unabated support of NLLEA to accomplish our joint goals. Our first joint goal is to get the fatality numbers turned around. To do this there is much to be accomplished in reducing underage drinking and reducing service to those who are intoxicated.

December is National Drunk and Drugged Driving Prevention Month. Law enforcement can be particularly helpful during this time. NHTSA's You Drink & Drive. You Lose. campaign offers the National Mobilization Guide Book and Media Tool Kit for criminal justice partners. You can order your 3D Month planner by visiting NHTSA's web site at www.nhtsa.dot.gov. The National Holiday Lifesaver Weekend Mobilization will be on December 21-23, 2001. During this mobilization, law enforcement officers from coast-to-coast will be cracking down on impaired drivers.

Pacific Institute for Research and Evaluation (PIRE) has provided excellent assistance to NLLEA and NHTSA. PIRE is off to a quick start on our project with many products already completed, including power point presentations on the mission of the NLLEA and the role alcohol plays in crime. Stay tuned for more to come. We hope you will find the upcoming products useful in your work to prevent alcohol-related tragedies.

We at NHTSA congratulate all in law enforcement who are on the front lines in keeping us safe and secure.

The History of the NLLEA Training Academy

By Tommy Marvell

Prior to the creation of the national training academy, the NLLEA established regions responsible for providing training and potential recruitment for the Association. Several regional training sessions were held between 1990 and 1995, but by 1992 various members began discussing ideas for a single, national academy. At that time Bill Patterson and Charles Sumner established an exploratory committee to research options for establishing a national training academy with the intent of providing specialized training developed for liquor enforcement and regulatory officers from all ABC agencies.

In 1994, the Board of Directors initiated the development of the national training academy by appointing a training coordinator. Tommy Marvell, from Oklahoma, was selected as the first Training Coordinator. The goal was to ensure that the regional training sessions were given all the technical, financial, and personnel assistance needed and to continue building a viable national training program that was accessible and affordable to member agencies. A planning meeting was held during the 1995 NLLEA conference in Toronto, Ontario. Realizing that the pilot academy's funding source would consist of registration fees, the NLLEA membership moved ahead with guarded optimism for the first national training academy.

The Kentucky ABC volunteered to be the host agency for the inaugural national training academy. Jack Blair selected the Kentucky Criminal Justice Center facility as the site for the first training. It was an excellent choice. The location helped set the tone for the type of academy NLLEA wanted to establish. The Center enjoyed a well-documented credibility with law enforcement agencies in surrounding states and provided well-equipped classroom facilities. The planning committee eagerly accepted the Center's generous offer, and several ABC Directors and Chief Agents volunteered names of enforcement personnel with experience and expertise in specific subject matters to serve as instructors for the academy. Fifty-five liquor enforcement and regulatory officers from 16 member agencies attended the first NLLEA training academy. All 10 volunteer instructors were from liquor enforcement agencies. A week long training course consisting of liquor related issues was developed and implemented for and by liquor enforcement personnel. The students and instructors realized that liquor enforcement issues, concerns and problems were not limited to their state or jurisdiction. The issues, concerns and problems faced in one state were essentially the same in other states. Apart from the training courses provided in the academy, the networking that took place during breaks and after training hours added another successful dimension to the academy.

Students of the first academy included several Chief Agents and training officers from ABC agencies who provided positive comments and reports to their Agency Directors that helped establish credibility and integrity for the academy. Building on the success of the first academy and incorporating the feedback from the students, the second academy was held in Oklahoma City, Oklahoma in 1997. This academy expanded and incorporated advanced courses in financial investigations, hidden ownership investigations, and video gambling devices. With 9 volunteer instructors and a budget limited to registration fees, the second academy trained 31 students in the basic course and 27 students in the advanced course representing 17 state, county, and municipal ABC agencies. The third annual academy was held in Austin, Texas in 1998. Due to increased requests from ABC agencies, a third phase was added to the academy that focused on leadership development. The academy was comprised of 29 Phase I students, 18 Phase II students, and 10 Phase III students.

After the 1999 training academy, Tommy Marvell stepped down from his role as Academy Coordinator and Chuck Conkling from North Carolina took over and currently serves the NLLEA in this position. The 2000 and 2001 academies were held in Wilmington, North Carolina. Charles Sumner from Mississippi has been the link between the two coordinators. Charles has served as the assistant coordinator with dedication and distinction in all six academies. Charles' advice, institutional memory, and constant presence throughout the academies help bolster the morale of the instructors, as well as provide direction to the coordinators.

The core curricula for future academies will remain essentially the same, and the training will be offered for a reasonable registration fee. The planning committee believed from the initial planning stage that an affordable registration fee encourages greater participation by more agencies and offsets the other expenses incurred by ABC agencies including travel, lodging, and per diem. Recently, as a result of budget problems in a number of ABC agencies, the academy requested funding from NLLEA to assist with expenses for instructors. The recent partnerships developed with PIRE and NHTSA will allow NLLEA to continue a controlled growth and expansion of the academy by refining course curricula and possibly incorporating a Phase IV dedicated to training county and municipal police officers assigned to underage drinking enforcement in their local jurisdictions.